Run for the Cookies 5K
2020 SPONSORSHIP OPPORTUNITIES
Saturday, Feb. 8 • Tallahassee Community College
Did you know?

Girl Scouts fuels the female leadership pipeline.

50% of female business leaders

76% of female U.S. Senators

100% of female U.S. Secretaries of State

...were Girl Scouts.

Why become a Run for the Cookies sponsor?

Your support contributes to the development of the female leadership pipeline! Girl Scouts of Gateway Council serves nearly 14,000 girls across 35 counties through a girl-focused, girl-led, girls-only program, where they develop a strong sense of self, display positive values and seek challenges. Girls learn from setbacks, form healthy relationships and identify and solve problems in their communities — unleashing their inner G.I.R.L. (go-getter, innovator, risk-taker, leader) every step of the way.

PLUS, you will...

• Support girls in your community.
• Receive high visibility through marketing before and on the day of the race.
• Display your name or logo on race T-shirts.
• Showcase your company’s services and products.
• Build company spirit and pride.
• Reach new customers and build loyalty among existing customers.
• Align yourself with the largest girl-serving organization in the area.
Thin Mint Sponsor: $6,000
(Limited Availability)

PROMOTIONAL MATERIALS
Recognition as a Thin Mint/presenting sponsor with your name/logo prominently on:
- Event advertising
- Event signage
- Race website
- T-shirts
- Promotional emails
- Social media posts
- Medal lanyard

EVENT RECOGNITION
- Verbal recognition at event
- Opportunity to present awards
- Tent space*
- Corporate signs* along course
- Corporate banner* at finish

RACE ENTRIES
- Twenty (20) entries to Run for the Cookies 5K

Tagalong Sponsor: $2,500

PROMOTIONAL MATERIALS
Recognition as a Tagalong sponsor with your name/logo prominently on:
- Event advertising
- Event signage
- Race website
- T-shirts
- Promotional emails
- Social media posts

EVENT RECOGNITION
- Verbal recognition at event
- Tent space*
- Corporate signs* along course

RACE ENTRIES
- Fifteen (15) entries to Run for the Cookies 5K

Samoa Sponsor: $1,500

PROMOTIONAL MATERIALS
Recognition as a Samoa sponsor with your name/logo prominently on:
- Race website
- T-shirts

EVENT RECOGNITION
- Verbal recognition at event
- Tent space*
- Corporate signs* along course

RACE ENTRIES
- Ten (10) entries to Run for the Cookies 5K

*provided by sponsor
## Trefoil Sponsor: $750

### PROMOTIONAL MATERIALS
Recognition as a Trefoil Sponsor with your name and logo on:
- Race website
- T-shirts

### EVENT RECOGNITION
- Tent space*
- Corporate signs* along course

### RACE ENTRIES
- Three (3) entries to Run for the Cookies 5K

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## Water Station Sponsor: $500
(Two Available)

### PROMOTIONAL MATERIALS
Name/logo on race website

### EVENT RECOGNITION
Company t-shirts* worn by water station volunteers or sign* at the water station and tent/table at event.

*Be seen by all participants.*

*Show your support for the volunteers who make this event happen!*

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## Tent/Table Space: $300

### EVENT RECOGNITION
Tent/table space*

*Reach a broad audience, including current Girl Scout girls, parents and volunteers! Pass out and display promotional items and information. No sales.*

*provided by sponsor

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To become a race sponsor, contact Veronica Fennell at vfennell@girlscouts-gateway.org
(904) 388-9954
Event Media Sponsor:  
VALUE $2,000  
(One Available)

The event media sponsor is an in-kind sponsorship, trading $2,000 of media support (morning show spots, social media promotion, live broadcast day-of, etc.) of the Run for the Cookies 5K for recognition before and during the race. Girl Scouts of Gateway Council offers the media sponsor of the race:

**PROMOTIONAL MATERIALS**  
Recognition as the Event Media Sponsor with your name and logo on:  
• Race website  
• T-shirts  
• Social media posts  
• Promotional emails

**EVENT RECOGNITION**  
• Verbal recognition at event  
• Tent space*  
• Corporate signs* along course

**RACE ENTRIES**  
• Ten (10) entries to Run for the Cookies 5K

To become a media sponsor, contact Natasha Wojcik at nwojcik@girlscouts-gateway.org  
(904) 510-6283

*provided by sponsor
RUN FOR THE COOKIES
Sponsor Commitment Form

Sponsorship Level

☐ Thin Mint ($6,000)  ☐ Trefoil ($750)
☐ Tagalong ($2,500)  ☐ 5K Water Station Sponsor ($500)
☐ Samoa ($1,500)  ☐ Tent/Table Space ($300)

I cannot sponsor at this time, but please accept my donation of $___________.

Contact Information

Sponsor Name/Business: ________________________________

Contact Name: ______________________________________

Address: ____________________________________________

City: ___________________________ State: ____________ ZIP __________

Email: ___________________________ Phone: __________________

Payment Information

Check enclosed, made payable to Girl Scouts of Gateway Council.

Please invoice me.

Please charge my card: Visa   Mastercard   American Express

Card number ____________________________ Exp. (MM/YY) ________ CVV ________

_________________________________________  ___________________________
Signature                      Date

Please return your completed form to:
Girl Scouts of Gateway Council, ATTN: Run for the Cookies
1000 Shearer Ave., Jacksonville, FL 32205
or email to Veronica at vfennell@girlscouts-gateway.org

Send your corporate logo by 12/1/2019 as a high-resolution .jpg, .pdf, or .eps to vfennell@girlscouts-gateway.org.

Girl Scouts of Gateway Council (FEIN 59-0637857) is a 501 (c)(3) not-for-profit organization.